



# HOUSING CRISIS

STACIE BYTWORK  
PRESIDENT & CEO







## **Our Mission**

To build a dynamic and sustainable organization to serve the Business, Workforce and Economic Development needs of all in Manistee County.

**Advocacy**

**Economic  
Development**

**Leadership**

**Downtown  
Development  
Authority**



# BOARD OF DIRECTORS



**Dennis McCarthy**  
Blarney Castle Oil & Propane

**BOARD CHAIR**



**Jeff Reau**  
Edward Jones

**BOARD VICE CHAIR**



**Kelly Tomazewski**  
Munson Healthcare  
Manistee Hospital  
**TREASURER**



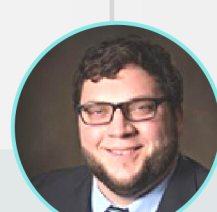
**Crystal Young**  
West Shore Community  
College  
**SECRETARY**



**Eric Gustad**  
Consumers Energy



**Kevin Hughes**  
Sandpiper III Charters



**Jordan Solowiej**  
West Shore Bank



**Xavier Verna**  
Ramsdell Regional Center  
for the Arts



**Lynn Saunders**  
Little River Casino Resort



**Dyllan Walker**  
Packaging Corporation of  
America



**Jeff Dontz**  
Manistee County  
Commissioner's Liaison



**William Gambill**  
City of Manistee Liaison





# ***OUR TEAM***



**Stacie Bytwork**

President & CEO



**Marc Miller**

Director of  
Economic  
Development



**Carmen Kott**

Operations  
Manager



**Cassidy Jessup**

Marketing &  
Communications  
Specialist





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# ***WHY IS HOUSING AN ISSUE?***

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# BUSINESSES AND HOUSING

**Why is housing vital to the  
business community?**

- Attract and retain talent
- Remaining competitive with other communities
- Address blight



Little River Casino  
Resort

Munson Healthcare  
Manistee Hospital

Crystal Mountain

Packaging  
Corporation of  
America

Little River Band of  
Ottawa Indians

***LARGEST EMPLOYERS  
IN MANISTEE COUNTY***

Manistee County

Manistee Area Public  
Schools

Morton Salt, Inc.

Meijer 279

West Shore  
Community College

Centra Wellness  
Network

M R Products, Inc.  
home of MR. CHAIN

Fab-Lite, Inc.

Blarney Castle Oil &  
Propane

Onekama  
Consolidated Schools


Martin Marietta  
Magnesia Specialties,  
LLC

City of Manistee



# ***MICHAEL BURGESS***

## *WARDEN, OAKS CORRECTIONAL FACILITY*



Recruitment has been recently challenging for many employers, especially in the field of corrections.

We have employees who have been unable to accept employment at our facility because they have been **unable to find housing in the area.**

We had an employee who had a family at home downstate with a new baby. He was staying with other employees while he worked and going home on his days off. He eventually quit the department as he was **unable to find adequate housing in the area.**

We currently have an administrator who accepted a position at our facility from a downstate facility who is **desperately searching for housing** and simply can't find any.

The difficulty finding housing in our area has provided **more challenges** to the already challenging task of recruiting in the field of corrections.







***CONNIE FREIBERG***  
*OWNER, BLUEFISH KITCHEN + BAR*

As our business is successful and we would like to expand, our plans are constrained by the available housing options for potential employees.

I have even looked at bringing in interns, but there are no options available to house them.







*vimeo*



# MEDC MANISTEE COUNTY **LABOR FORCE (2021)**

What are the largest job counts by occupation?

Office and  
Administrative  
support



**\$35,500**  
AVERAGE SALARY

921

Sales



**\$29,000**  
AVERAGE SALARY

701

Food Preparation,  
Serving



**\$32,108**  
AVERAGE SALARY

653

Executive,  
Managers, and  
Administrators



**\$52,436**  
AVERAGE SALARY

644

Education,  
Training/Library



**\$55,338**  
AVERAGE SALARY


506




# AFFORDABLE OPTIONS

County	Program	1 Person	2 Person	3 Person	4 Person	Rents 4 person
Manistee	EXTREMELY LOW	13550	17420	21960	26500	662.5
Manistee	VERY LOW (50% AMI)	22600	25800	29050	32250	806.25
Manistee	LOW (80% AMI)	36150	41300	46450	51600	1290

## HOW MANY MORE RENTAL UNITS DO WE NEED IN MANISTEE COUNTY?

 <b>582</b> RENTALS NEEDED	Household Incomes	Affordable Rents	# Units	% of Potential Demand
	Up to \$26,000	\$650 and less	405	76%
	\$28,000 - \$40,000	\$700 - \$1000	153	26%
	\$42,000 - \$60,000	\$1050 - \$1500	22	4%
	\$64,000+	\$1600 +	2	0%

## HOW MANY MORE HOMEOWNERSHIP UNITS DO WE NEED IN MANISTEE COUNTY?

 <b>323</b> OWNER UNITS	Household Incomes	Affordable Home Values	# Units	% of Potential Demand
	Up to \$60,000	\$150,000 and less	173	54%
	\$70,000 - \$100,000	\$175,000 - \$250,000	141	44%
	\$110,000 - \$150,000	\$275,000 - \$375,000	6	2%
	\$160,000	\$400,000+	3	1%



# RETAIL TRADE

INCLUDES 1,001 JOBS AND 15.2% OF THE  
WORKFORCE IN MANISTEE COUNTY

*U.S. Bureau of Labor Statistics (BLS)*



**\$33,222**

AVERAGE SALARY

*\$15.97 per hour*

*Retail trade workers  
are below 80% AMI,  
and able to afford:*

**\$9,966**

PER YEAR SPENT ON  
HOUSING





# HOUSING AND COMMERCE

Living outside of Manistee County is removing valuable dollars from local circulation.

DATA BY MEDC MANISTEE COUNTY

## Income and Spending

Households in Manistee County earn a median yearly income of \$54,078. 31.95% of the households earn more than the national average each year. Household expenditures average \$50,850 per year. The majority of earnings get spent on Shelter, Transportation, Food and Beverages, Health Care, and Utilities.

\$54,078

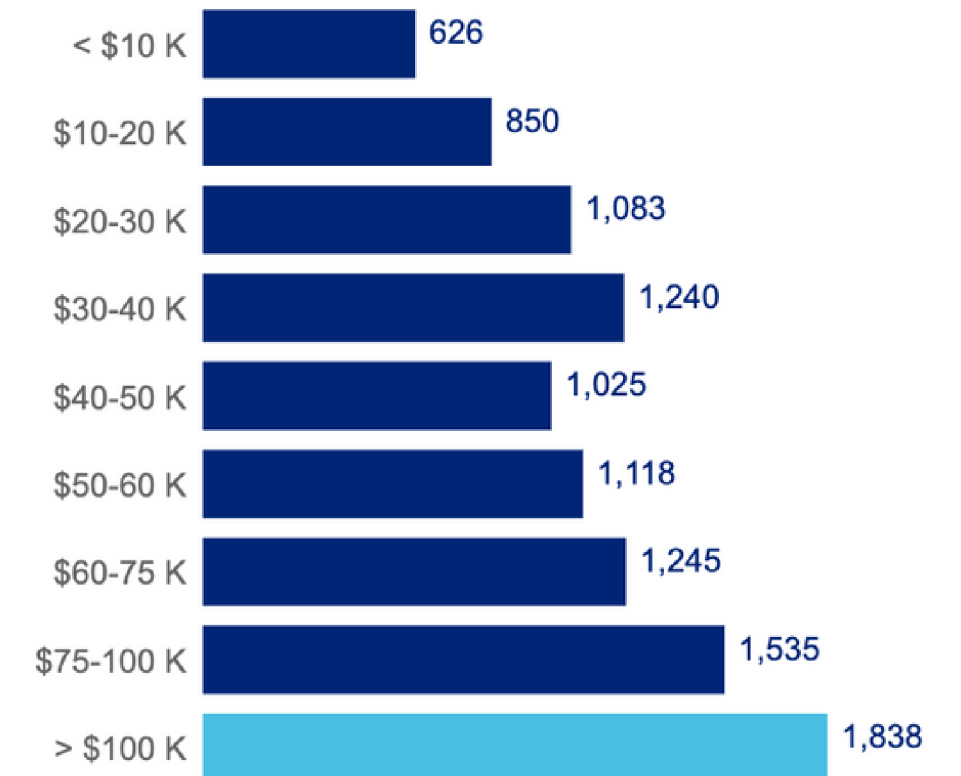
Median Household  
Income

0% more than the county

12% less than the state

20% less than the nation

### Income Distribution



How do people spend most of their money?  
PER HOUSEHOLD

Shelter



\$10,645

Transportation



\$9,277

Food and  
Beverages



\$7,529

Health Care



\$4,503

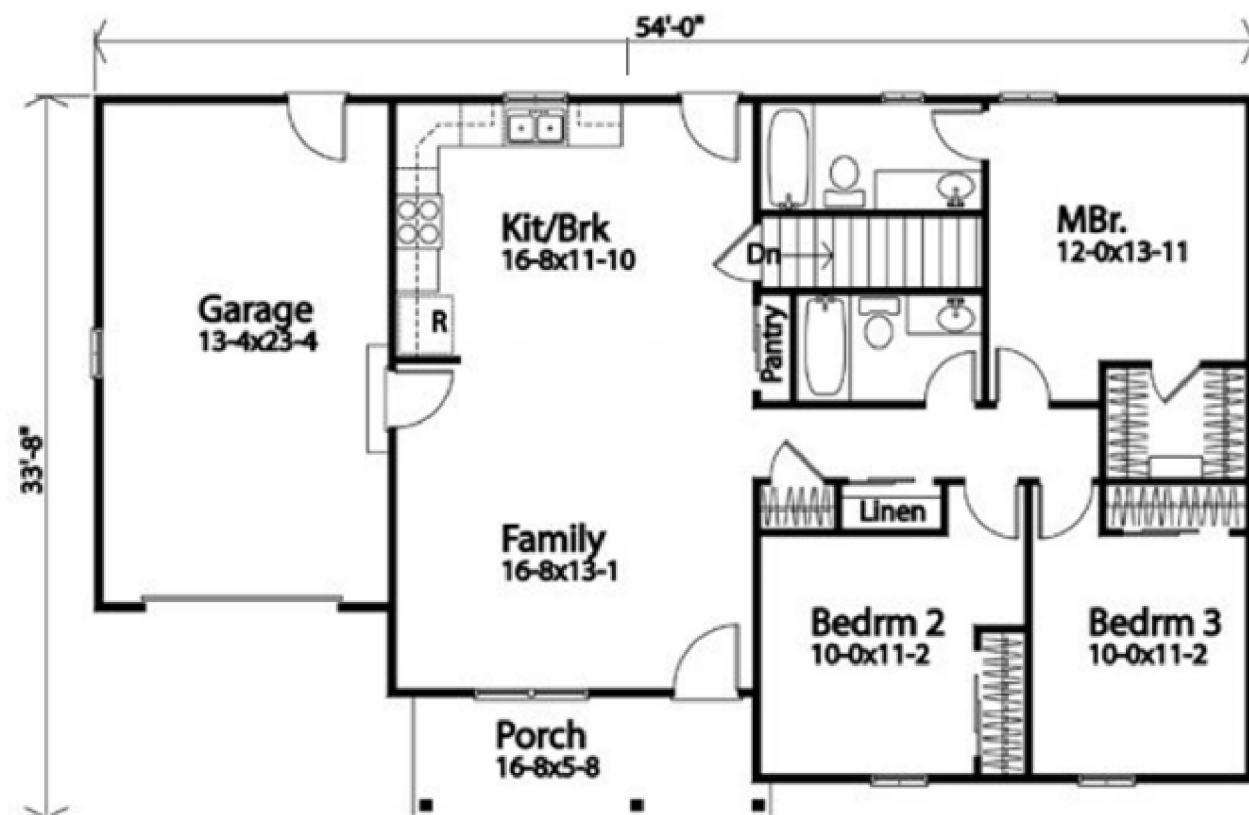
Utilities



\$3,916



# THE DISCONNECT



Simple ranch plan:

- 3 beds
- 2 full baths
- 1,221 sqft with a full basement
- 1-stall garage

Courtesy of Kellen Keck,  
City2Shore Real Estate Port City  
Associates

**\$283,000**

**COST TO BUILD THIS SINGLE-FAMILY HOME**

**+**

**\$23,331**

**CLOSING COSTS**

TITLE POLICY, TITLE CLOSING FEE, STATE  
TRANSFER TAX, COUNTY TRANSFER TAX  
LISTING BROKER FEE (3%), BUYING  
BROKER FEE (3%)

\*COST ESTIMATES PROVIDED BY CITY2SHORE REAL ESTATE PORT CITY ASSOCIATES



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# ***WHAT HAVE WE DONE SO FAR?***

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Housing and  
Community  
Development Fund

Senate Bill 432 (PILOT)

Housing Michigan  
Coalition

# ADVOCACY

Northern Michigan Chamber Alliance

Senate Bill 364  
(Neighborhood Enterprise  
Zone)

Office of Rural  
Development

House Bill 4827  
(Residential Facilities  
Exemption)



N★RTHERN  
MICHIGAN  
CHAMBER  
ALLIANCE





# ***ECONOMIC DEVELOPMENT***



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# ***HOW DO WE BRIDGE THE GAP?***

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***CURRENTLY IN MANISTEE COUNTY***





443 Water Street, Manistee MI





10 Caberfae Hwy, Manistee MI





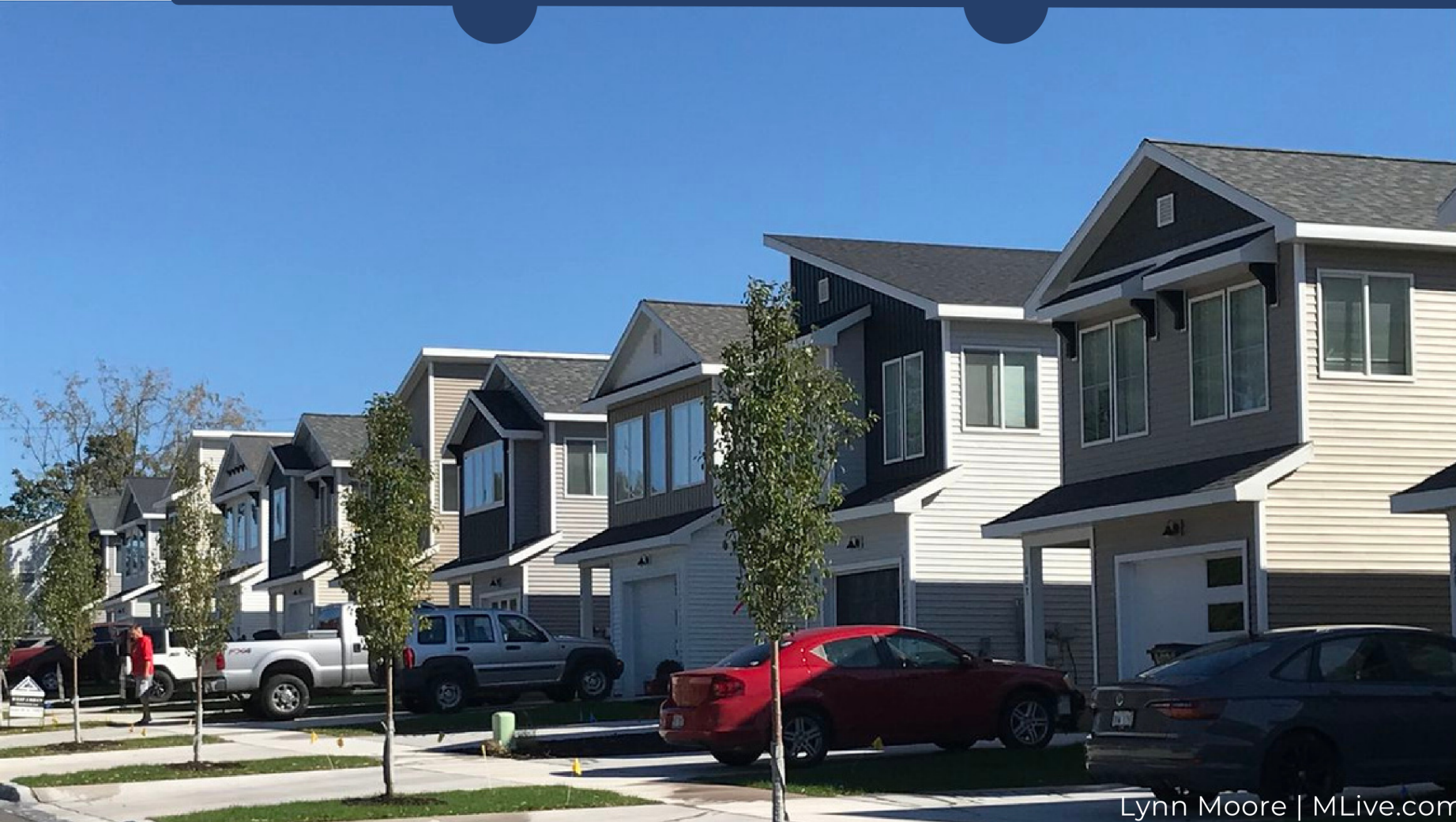


# OTHER COMMUNITIES



## Muskegon

*"13 new rental homes on Muskegon's Webster Avenue," built by West Urban Properties.*



Lynn Moore | MLive.com

## Frankfort

*"The City of Frankfort and Socks Construction are working together to build 30 studio apartments."*

**SOCKS** + **DESIGN**  
CONSTRUCTION ELEMENTAL

**EAST MAIN STUDIOS**  
WORKFORCE HOUSING // FRANKFORT MI





# LOCAL INCENTIVES

## Commercial Rehabilitation Act

Tax incentive for a commercial business or multi-family residential facility.

## Tax Abatement

A tax break offered by a state or municipality on certain types of real estate or business opportunities.

## Land Bank Authority

Priorities include: "home ownership, affordable housing, neighborhood revitalization, and returning properties to productive tax paying status."

*Manistee County already has the*

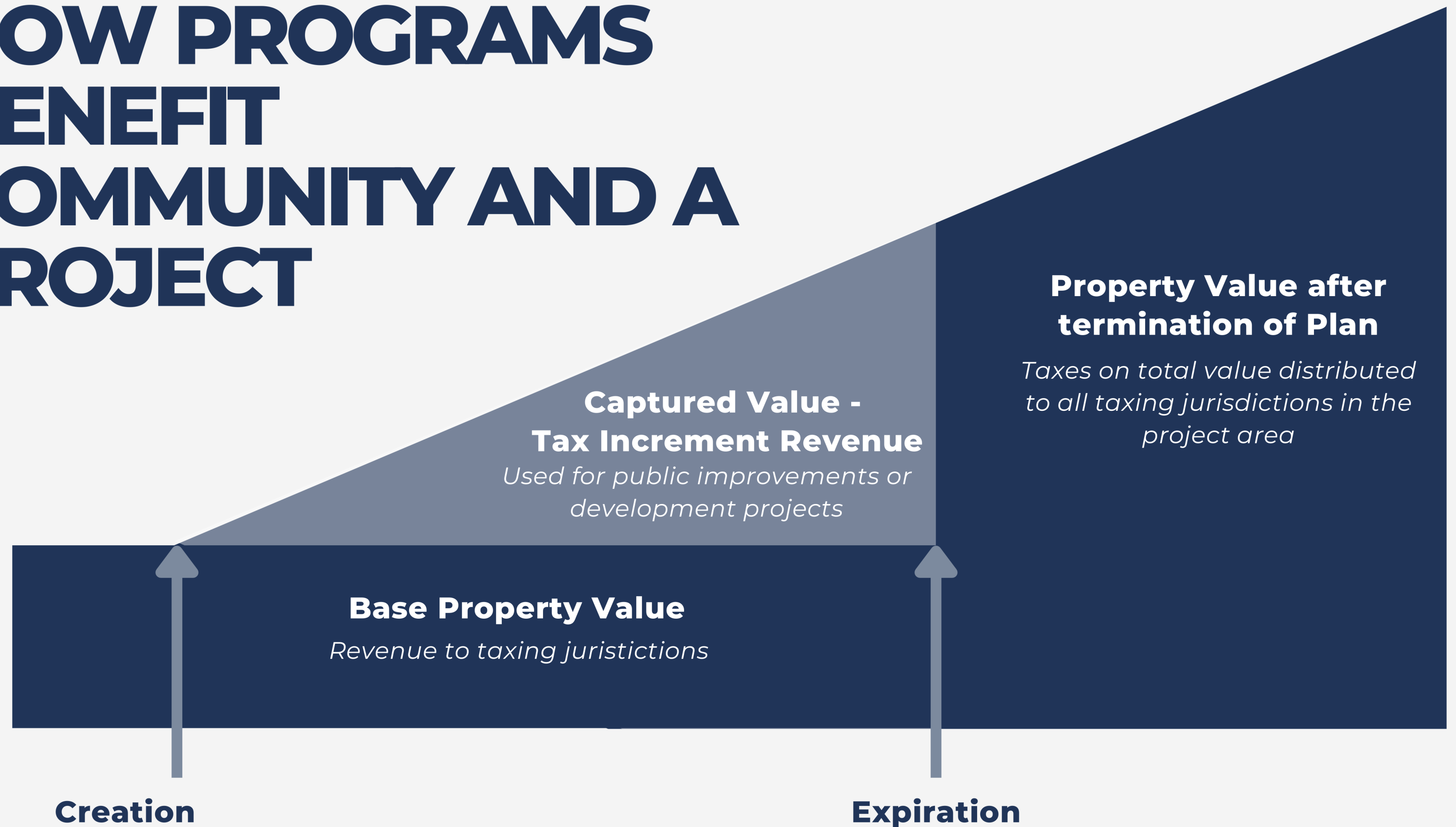
**MONEY**

**LAND**

**AUTHORITY**



# HOW PROGRAMS BENEFIT COMMUNITY AND A PROJECT







# HOUSING DEVELOPMENT

**Attract. Retain. Grow.**

- Funding
- Land
- Timeline
- Action-driven, results-oriented

**This is not a new issue in  
Manistee County. Let's  
make a difference moving  
forward.**





# THANK YOU

*"Making business easier in Manistee County"*



**STACIE BYTWORK**

President & CEO



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